

REMARKS

Applicant has carefully reviewed the Office Action dated March 19, 2008. Applicant has amended Claims 1, 8, 11 and 18 to more clearly point out the present inventive concept. Reconsideration and favorable action is respectfully requested.

Claims 1-20 stand rejected under 35 U.S.C. § 101 as claiming the same invention as that of Claims 1-20 of prior U.S. Patent No. 6,694,356. This rejection is believed to have been overcome due to the amendments that are currently presented in the current response. Therefore, the withdrawal of 35 U.S.C. § 101 rejection is respectfully requested.

Claims 1-20 stand rejected under 35 U.S.C. § 103(a) as being unpatentable over the combination of *Durst Jr. et al.*, in view of *Wilz, Sr. et al.* This rejection is respectfully traversed.

With respect to both of these references, both encode within a barcode the actual URL, i.e., a reading of the barcode and decoding thereof provides as an output the actual URL. There is no reason to go to an intermediate location to determine the URL, as it is encoded within the barcode directly. The claims have been amended to reflect the fact that there is no routing information contained within the code. Therefore, Applicant respectfully requests withdrawal of the 35 U.S.C. § 103(a) rejection of Claims 1-20 in view of these two references.

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Applicant has now made an earnest attempt in order to place this case in condition for allowance. For the reasons stated above, Applicant respectfully requests full allowance of the claims as amended. Please charge any additional fees or deficiencies in fees or credit any overpayment to Deposit Account No. 20-0780/RPXC-26,630 of HOWISON & ARNOTT, L.L.P.

Respectfully submitted,
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